

MINUTES OF THE REGULAR MEETING FOR THE PSD BOARD
BRIGHTON
MEETING HELD ON, May 5, 2010 7:30 A.M.
BRIGHTON CITY COUNCIL CHAMBERS

Meeting called to order by Mark Binkley at 7:30 A.M.

Those in Attendance:

Mark Binkley	Y	Lisa Nelson	Y
Claudia Roblee	Y	Shawn Pipoly	Y
Nick Palizzi	Y	Arthur Des Gravise	N
Cheryl Mayday	N	John Okoniewski	Y

Motion to excuse Cheryl Mayday and Arthur Des Gravise made by Claudia Roblee, supported by Lisa approved unanimously

Staff:

Lauri French
Matt Modrack

Audience:

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Approval of the March 20, 2010 Meeting Minutes

Motion by: Shawn Pipoly
Seconded by: John Okoniewski
Motion passed unanimously

Approval of the April 2010 Financial Report

Motion by: Shawn Pipoly
Seconded by: Lisa Nelson
Motion passed unanimously

Approval of the May 5, 2010 Agenda

Motion to amend the agenda with two new topics: Merchant initiative to leverage Farmers Market time and Café Promotion.
Motion by: Claudia Roblee
Seconded by: Lisa Nelson
Motion passed unanimously

Call to the Public

No response

New Business

Topic: New merchant initiative to leverage Farmers Market for merchant promotion.

Discussion: Claudia explained the idea of the merchants using the Farmers Market every Saturday as a way to pull more people to Downtown merchants and Farmers Market. Merchants would like to put merchandise on the sidewalk on Saturdays, opening earlier. Possibly use Hyne

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alleyway as a Merchants alley, use the gazebo for events. Eventually we hope to expand Farmers Market also. Co-op ads were discussed, as well as branding with Farmers Market logos, etc.

Motion: Allocate \$1,000 and pull together proposal with minimum of 6 merchants agreeing to open at 9 and bring back to meeting in June.

Motion by: Shawn Pipoly

Seconded by: John Okoniewski

Motion passed unanimously

Topic: Outdoor Café Advertising

Discussion: Matt Modrack explained that what makes Brighton unique is all our outdoor cafes and we should trade into that. Matt and Nick Palizzi will try to get restaurants involved. Will come back in June with program.

Motion: None

Motion by:

Seconded by:

Motion

Old Business

Topic: Funding alternatives subcommittee report

Discussion: Subcommittee did not meet.

Motion:

Motion by:

Seconded by:

Motion

Topic: Walking Map

Discussion: Nick Palizzi and John Okoniewski worked on this program. Nick worked with Lindhout and came back with proposal for map to be easily edited by staff and available in multiple formats. John worked with the Livingston Visitors Bureau and received suggestions from them.

Motion: Approve allocation from Lindhout proposal of \$910.00 for base map phase.

Motion by: Claudia Roblee

Seconded by: John Okoniewski

Motion passed unanimously

Topic: Marketing Subcommittee report – Review proposed event expenditures

Discussion: Mark gave the presentation that the subcommittee came up with. A spreadsheet was passed around showing preliminary amounts suggested for each event. The amount will change with the new proposals today.

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Motion: None

Liaison Reports

City Council: None

Chamber: None

DBMA: Matt Modrack made a presentation at the Merchants meeting concerning sign ordinance so the merchants could be educated on what that is. Amy Cyphert will attend the next meeting going into the ordinance in depth.

DDA: Although the budget for the PSD was not approved at the last DDA meeting it was stated that it appeared that the generalized thought of the DDA was probably approval. We will know more at next meeting.

Board Member Updates

None

Staff Updates

None

Call to the Public

Susan Walters-Steinacker asked for clarification on whether the merchants would have merchandise on sidewalk all day Saturday or just during Farmers Market. It was explained that many of the merchants wanted to do it all day and that it was permitted under the amended application. Also there is no ordinance that says merchandise cannot be on the sidewalk.

Motion to adjourn at 8:55 a.m.

Motion by: Nick Pallizzi

Seconded by: John Okoniewski

Motion passed unanimously

Next PSD meeting on Tuesday, June 1st, 2010 at 7:30 a.m.

Respectfully submitted,

Claudia Roblee, PSD Secretary